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## Hong Kong

**Post:** Hong Kong

### U.S. Exhibitors Report Successful HOFEX Show

**Report Categories:**

Export Accomplishments - Events

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**Report Highlights:**

HOFEX is the largest food and beverage trade show in Asia. More than 1,800 exhibiting companies from 48 countries and regions participated in the show. A total of 33,409 professional buyers from 86 countries and region attended the show and 90% (circa 30,000) had visited the U.S. Pavilion, which had an area of 606 sq. m. and a record of 51 participating U.S. companies/organizations. U.S. exhibitors reported that excellent export opportunities resulted during HOFEX 2011, with on-site sales of \$575,000 and projected sales in the next 12 months of over \$14 million.

HOFEX is a bi-annual international food show held in Hong Kong and it is the largest food and beverage trade show in Asia. HOFEX 2011 was held during May 11-14, 2011 at the Hong Kong Convention and Exhibition Center. The show attracted more than 1,800 exhibitors from 48 countries, who showcased their products to over 33,400 visitors from 86 countries and regions.

The USA Pavilion had a record of 51 exhibitors, who reported a total of \$575,000 in on-site sales and over \$14 million in 12-month projected sales. According to exhibitor feedback forms, 1,243 serious sales contacts were made and 585 new products were introduced.

FAS/Hong Kong coordinated with FAS offices in China to provide a briefing on the markets of Hong Kong and China to U.S. exhibitors attending HOFEX. FAS offices in China also brought their buyers to meet with U.S. exhibitors at the show and also the reception. FAS/Hong Kong also organized the U.S. Wine Day at HOFEX to feature high quality wines from the three U.S. wine exhibitors. The Mayor of Oakland, California, Jean Quan, also visited HOFEX to show her support for U.S. exhibitors at the show.

**U.S. exhibitors  
at briefing**



**FAS officers  
at briefing Q&A session**



**Consul General Stephen Young welcomed guests at  
reception**



**Buyers and U.S. exhibitors met at  
reception**



**Buyers enjoying  
at U.S. Wine Day**



**Mayor of Oakland Jean Quan supporting U.S. exhibitors**

